



Contract #75F40120C00118

Period of Performance: 8/27/20 – 2/26/2021

COVID-19 PSA & Awareness Campaign

MONTHLY PLAN
& DELIVERABLES
REPORT: AUG & SEP 2020

October 1, 2020

CHALLENGES & PROPOSED ACTIONS

CHALLENGE	PROPOSED ACTION	STATUS
Ludacris declined, 9/15	N/A	CLOSED
CeCe Winans retracted consent to participate, 9/26	Leverage footage/audio of the SG	OPEN
Dennis Quaid retracted consent to participate, 9/28	Leverage footage/audio of Dr. Fauci	OPEN
Celebrities identified and approved as of 9/26 declined to participate due to negative press	Present alternative concepts (9/29)	CLOSED